

Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.



LIBRARY OF THE
OFFICE OF EXPERIMENT STATIONS

MAY 6 1925

EXPERIMENT STATION FILE



EXTENSION SERVICE

OFFICE OF COOPERATIVE EXTENSION WORK, WASHINGTON, D. C.

THIS LOOKS GOOD

SAY IT WITH A SLOGAN

Prepared by H. W. Hochbaum

"BEST SEED - MAINE'S CREED" was selected as the best slogan submitted in a slogan contest recently held in Maine. The contest was conducted in connection with a campaign for the use of improved potato seed which is being carried on in nine counties by the Extension Service. The fact that 224 slogans were sent in indicates great interest not only in the contest but also in the campaign. The following rules governed the contest:

Eligibility: Any member of the county extension organization or of a boys' and girls' club,

Length: Limited to 23 letters and spaces between words.

Time limit: No entry accepted after October 10.

Awards:	First prize.....	\$25
	Second prize.....	\$15
	Third prize.....	\$10

Scoring:	Appeal.....	50 points
	Adaptability to campaign.....	25 "
	Simplicity.....	15 "
	Originality.....	10 "

The value of slogans is recognized in other States, too. Three of the Eastern States are using slogans and slogan contests in connection with alfalfa campaigns, and they have been used with good effect in lime and purebred-bull campaigns. The "Milk for Health" campaigns that have been carried on in several large cities also give testimony to the value of slogans in winning interest.

A good slogan will do much to attract greater attention and interest. It puts life into a campaign. A good slogan presents in epitomized form the main idea back of what is being recommended. It holds a definite idea before people. Psychologists tell us that ideas are the liveliest things in the universe. They are dynamic and naturally lead to action.

Original distribution to all extension workers.

138 - Mult.

